

FEAR  
NO  
TRUTH



# Introducing **TRUE HEALTH**

A Faster Way To Pulse Check  
Your Brand's True Fitness





“Your brand  
is what other  
people say  
about you when  
you’re not in  
the room.”  
Jeff Bezos



Brand tracking is a powerful tool to understand how a brand is performing over time. By consistently monitoring consumer perceptions, companies can gauge how well their marketing efforts resonate with their target audience.

The beauty of brand tracking lies in its ability to offer quantifiable insights. It transforms abstract concepts like brand health into concrete numbers and actions. And when you have tangible metrics, you can better understand a brand's strengths and weaknesses.

This data is invaluable because it allows a business to pinpoint exactly where improvements are needed. And it's not just about observation; it's also about action. What you can monitor, you can measure and what you can measure, you can manage.

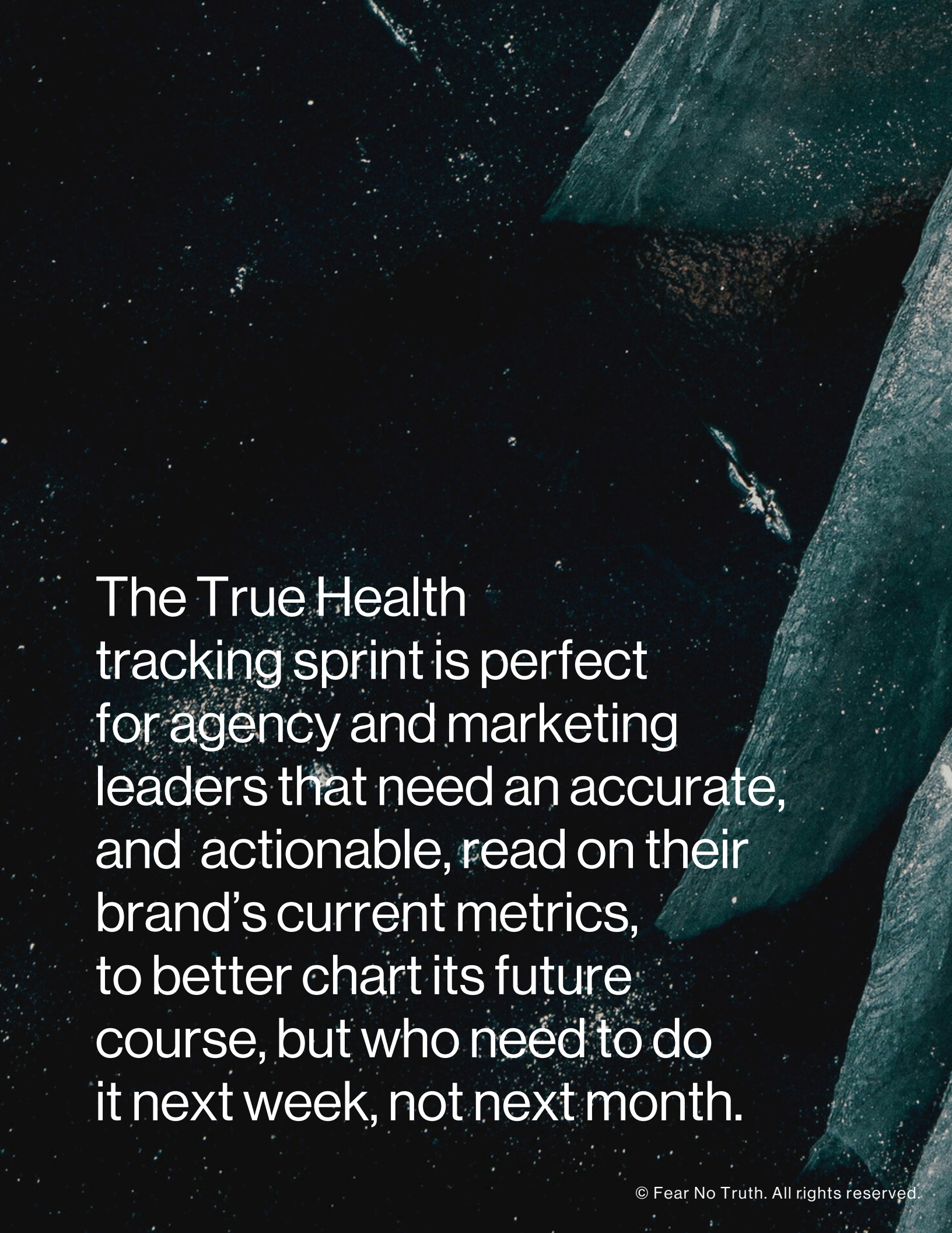
Having clear data means you're no longer shooting in the dark, and can make informed decisions, make strategic adjustments, and optimize your branding investments to unlock a serious advantage over your competition.



A person wearing a white cap and dark clothing stands on a curved, metallic architectural structure. The background shows a cityscape with buildings and a bridge, all in a dark, moody, blue-toned setting. The overall atmosphere is industrial and futuristic.

Delivered in  
partnership with  
Morning Consult,  
True Health is a  
robust tracking  
sprint, designed to  
quickly pulse check  
a brand's true fitness.





The True Health  
tracking sprint is perfect  
for agency and marketing  
leaders that need an accurate,  
and actionable, read on their  
brand's current metrics,  
to better chart its future  
course, but who need to do  
it next week, not next month.





## Faster & Smarter

Traditional brand tracking tools are designed for basic monitoring. Morning Consult's platform is designed to enable faster, more intelligent decision-making.

## Current Fitness

You can efficiently create an accurate up-to-date picture of the brand's current fitness, in the eyes of its market, versus its key competitors.

## Trends Over Time

You also analyze trended data across all key brand metrics, to measure any progress the brand has made over time.




# Ten Core Metrics





<p>Brand Awareness</p> <p>The % of the market that's heard of the brand.</p>	<p>Brand Trust</p> <p>The measure of faith people have in the brand.</p>
<p>Brand Buzz</p> <p>What the market's hearing about the brand; good or bad.</p>	<p>Usage Frequency</p> <p>How often the market uses the brand.</p>
<p>Brand Favorability</p> <p>The extent to which the market likes this brand.</p>	<p>Perceived Value</p> <p>The extent to which the brand is worth the money.</p>
<p>Community Impact</p> <p>The quality of the brand's influence on the world.</p>	<p>Purchase Consideration</p> <p>The % of the market open to buying the brand.</p>
<p>Employer Admiration</p> <p>How the brand is seen as a place to work.</p>	<p>Net Promoter Score</p> <p>The likelihood of the market recommending the brand.</p>



An aerial night view of a city skyline, likely Los Angeles, with numerous lights from buildings and streets reflecting on the water in the foreground. The text "Two Partners One Purpose" is overlaid in white, sans-serif font on the left side of the image.

# Two Partners One Purpose



A couple is seen from behind, looking out over a city from a rooftop. The woman on the left has her hair in a bun and is wearing a dark tank top. The man on the right is wearing a blue t-shirt and glasses. A blue jacket is tied around his waist. The city below is hazy, and the sky is a uniform grey.

Morning Consult puts current, high quality, global data right at their clients' fingertips. With a single, easy-to-use dashboard, users can access, analyze and share the kind of insight needed to make better, more intelligent brand building decisions, in real-time. Click [here](#) to find out more.

Based in LA, Fear No Truth is an independent strategy practice, that helps agency, start-up and marketing leaders everywhere to find, tell and manage their brands' true stories. Click [here](#) to find out more.



With Morning Consult's decision intelligence, combined with an accelerated process and the peerless power of the real thing, the True Health tracking sprint provides agency and marketing leaders with a fast-track assessment of their brand's current fitness and the progress it's made to date.





# Get In Touch

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